GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4496
ANSWERED ON:12.08.2016
Electronic Media Monitoring Centre
Panda Shri Baijayant "Jay"

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number and nature of complaints received in Electronic Media Monitoring Centre (EMMC) during the last three years;

(b) whether the Government has issued guidelines to employees working in EMMC, to monitor/identify objectionable contents in channels;

(c) if so, the details thereof;

(d) whether the Government provide training to the employees of EMMC prior to the commencement of their jobs; and

(e) if so, the details thereof and steps taken in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING
[COL RAJYAVARDHAN RATHORE (Retd.)]

(a) : Electronic Media Monitoring Centre (EMMC) has been set up by the Government as a state-of-the-art facility with a view to monitor the content telecast on Private satellite television channels with reference to violation of Programme and Advertising Codes. EMMC is not meant to receive complaints and therefore has not received any complaint on content in the said period.

(b) to (e) : EMMC employees are required to monitor permitted Private Satellite TV channels downlinked in India to check any violations of Programme and Advertisement Codes prescribed in the Cable Television Network (Regulation) Act, 1995 and the rules framed thereunder. While no formal training is imparted to these employees, the contents of the Programme & Advertising Codes are brought to the notice of every employee engaged in EMMC before they commence their job.

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